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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313, 1450, on October 23, 2003.

Yayoi Isaacson

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Adam GERSTING

Serial No.:

09/626,100

Filing Date:

July 26, 2000

For:

A METHOD AND SYSTEM FOR

CONTENT MANAGEMENT ASSESSMENT, PLANNING AND

DELIVERY

Examiner: A. Boyce

Group Art Unit: 3623

GROUP SOUNDED

AMENDMENT UNDER 37 C.F.R. §1.111

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Non-final Office Action dated July 23, 2003, Paper No. 15, for which a response is due on October 23, 2003. Accordingly, this response is timely filed. Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.

Conclusion is on page 14 of this paper.

10/29/2003 AADOFO1 00000053 031952 09626100 01 FC:1202 108.00 DA